

What is Claimed is:

1. A method of operating a postage metering system for printing a postage indicium for use with a business reply mail piece, the method comprising the step(s) of:
- transmitting a registration ID number to a data center, the registration ID number being associated a particular mail campaign of which the business replay mail piece is a part;
 - receiving postage indicium information from the data center, the postage indicium information generated using the registration ID number; and
 - printing the postage indicium on the business reply mail piece using the postage indicium information.
2. The method of claim 1, further comprising the step(s) of:
- including within the postage indicium information relating to the delivery address.
3. The method of claim 2, further comprising the step(s) of:
- receiving a subsidy for mailing the business reply mail piece if the business reply mail piece is posted within a specified time period.
4. A method of operating a data center for generating postage indicium information for use with printing a postage indicium on a business reply mail piece, the method comprising the step(s) of:
- receiving a delivery address from a sender of a mail campaign of which the business replay mail piece is a part;
 - generating a registration ID number corresponding to the delivery address;
 - establishing a transaction session with the postage metering system;
 - receiving the registration ID number from the postage metering system;
 - generating the postage indicium information using the registration ID

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number; and
transmitting the postage indicium information to the postage metering system for use in printing the postage indicium on the business reply mail piece.

5. The method of claim 4, further comprising the step(s) of:
performing address hygiene on the delivery address; and
transmitting a hygiened address to the sender.

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6. The method of claim 5, further comprising the step(s) of:
providing a subsidy to the user for mailing the business reply mail piece
if the business reply mail piece is posted within a specified time
period; and
charging the subsidy to the sender of the business reply mail piece.

7. The method of claim 6, further comprising the step(s) of:
receiving an expiration date from the sender of the mail campaign that
is associated with the registration ID number; and
providing a warning to the user if the user contacts the data center after
the expiration date attempting to obtain postage for the business
reply mail piece.

8. The method of claim 4, further comprising the step(s) of:
receiving an expiration date from the sender of the mail campaign that
is associated with the registration ID number; and
providing a warning to the user if the user contacts the data center after
the expiration date attempting to obtain postage for the business
reply mail piece.

9. A method of operating a business reply mail processing system for
printing a postage indicium for use with a business reply mail piece, the
method comprising the step(s) of:
associating a registration ID number with a particular mail campaign of

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which the business reply mail piece is a part;
associating the registration ID number with a delivery address;
supplying the registration ID number and the business reply mail piece
to a user; and
using the registration ID number to generate the postage indicium for
the business reply mail piece.

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10. The method of claim 9, further comprising the step(s) of:
performing address hygiene on the delivery address prior to supplying
the registration ID number and the business reply mail piece to the
user.

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11. The method of claim 10, further comprising the step(s) of:
printing the registration ID number on the business reply mail piece.

12. The method of claim 11, further comprising the step(s) of:
providing a subsidy to the user for mailing the business reply mail piece
if the business reply mail piece is posted within a specified time
period; and
charging the subsidy to a sender of the business reply mail piece.

13. The method of claim 12, further comprising the step(s) of:
receiving an expiration date from the sender of the mail campaign that
is associated with the registration ID number; and
providing a warning to the user if the user contacts the data center after
the expiration date attempting to obtain postage for the business
reply mail piece.

14. The method of claim 9, further comprising the step(s) of:
receiving an expiration date from the sender of the mail campaign that
is associated with the registration ID number; and
providing a warning to the user if the user contacts the data center after
the expiration date attempting to obtain postage for the business

reply mail piece.

15. A memory device accessible by a computing system, the memory device comprising:
a registration ID number associated with a delivery address and a particular mail campaign of which a business replay mail piece is a part.
16. The memory device of claim 15, comprising:
an indication associated with the registration ID number to determine whether or not a subsidy to a user for mailing the business replay mail piece if the business replay mail piece is posted within a specified time period exists.
17. The memory device claim 16, comprising:
an expiration date associated with the registration ID number to determine whether or not to provide a warning to the user.
18. The memory device claim 15, comprising:
an expiration date associated with the registration ID number to determine whether or not to provide a warning to the user.
19. A business replay mail piece, comprising:
a registration ID number associated with a delivery address and a particular mail campaign of which the business replay mail piece is a part.